

GENEVA | WASHINGTON D.C | LISBON | SÃO PAULO



HOSTED BY



NEW YORK
7 MARCH 2023

MASTERCARD TECHNOLOGY HUB, 150 5TH AVENUE, NEW YORK, NY 10011

PARTNERSHIP PROPOSAL

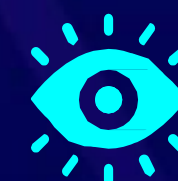
#SIGAWOMEN | #EMBRACEEQUITY

 siga-sport.com  [@SIGAlliance](https://twitter.com/SIGAlliance)  [@sigalliance](https://www.instagram.com/sigalliance)  info@siga-sport.com



WHO WE ARE?

SIGA is the world's leading organisation for Sport Integrity. We are creating a whole new landscape for the sports industry by delivering independent global rating and certification for world Sport to ensure it is governed and operates under the highest integrity standards: **The SIGA Universal Standards.**



OUR VISION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit, and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.



OUR MISSION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit, and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.



The SIGA Summit on Female Leadership in Sport is back!

Hosted by SIGA Founding Member, Mastercard, at their Technology Hub in Manhattan, New York, for the 2nd year running, this thought leadership event will bring together female leaders and male allies from all sides of the global sports industry.

This one-day high-level event is part of the #SIGAWomen Mentorship Program, designed to enhance sports governance and drive greater equity and opportunities for women in sport.



THE HOTTEST TOPICS FACING FEMALE LEADERSHIP IN SPORT & WOMEN'S SPORT



- Good Governance: Embracing Equity in the Boardroom
- Female Leadership in Action: Build you own Table & Bring a Chair!
- Athlete Activism: Combining Passion, Performance with Purpose
- A Spotlight on Women's Football: The Time is Now!
- Mentorship Matters: #SIGAWomen Global Platform
- Male Allies: Championing Female Leadership
- Finding Voices: Youth Development & Protection of Female Athletes in Sport
- Technological Advances: Women Innovating Sport through Technology
- Female Representation in Sport: The Intersection between Fashion, Sport, and Breaking Barriers
- Knowing Your Value: Commercialising Women's Sport

PARTICIPATING ORGANIZATIONS

PARTICIPATING ORGANISATIONS FROM SIGA WOMEN MARCH SUMMIT 2022





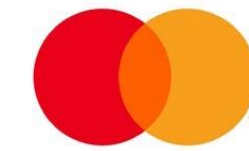
SIGA Female Leadership Summit 2022 Highlights



Click on the image to download



TOP INDUSTRY GUESTS

**FATMA SAMOURA**SECRETARY
GENERAL, FIFA**TATIANA VALOVAYA**DIRECTOR GENERAL,
UNITED NATIONS OFFICE
AT GENEVA - UNOG**KATE BEAVAN**GLOBAL DIRECTOR OF HOSPITALITY
AND EXPERIENCES, FORMULA 1™**RICH GOTHAM**TEAM PRESIDENT,
BOSTON CELTICS**NADINE KESSLER**CHIEF OF WOMEN'S FOOTBALL,
WOMEN'S FOOTBALL UNIT /
DIVISION FOOTBALL**ALISON GIRODANO**VICE PRESIDENT, GLOBAL SPONSORSHIPS
AND CONTENT MARKETING, MASTERCARD**CRYSTAL DUNN**OLYMPIC MEDALIST AND PROFESSIONAL SOCCER
PLAYER, PORTLAND THORNS, USWNT | CO-
FOUNDER, NWSL'S BLACK WOMEN'S PLAYER
COLLECTIVE | BRAND AMBASSADOR, MASTERCARD**JESSICA BERMAN**COMMISSIONER, NATIONAL WOMEN SOCCER
LEAGUE | DEPUTY CHAIRWOMAN, ADVISORY
BOARD, SIGA AMERICA

NATIONAL WOMEN'S SOCCER LEAGUE

**JULIA GEORGE**SPONSORSHIP MANAGER,
THE HEINEKEN COMPANY**ANITA BHATIA**ASSISTANT SECRETARY GENERAL AND DEPUTY
EXECUTIVE DIRECTOR, UN WOMENUnited Nations Entity for Gender Equality
and the Empowerment of Women**SANDRA LOPEZ**VP / GM / CMO, MICROSOFT | BOARD
OF DIRECTOR, JUNIOR ACHIEVEMENT
USA | ADVISORY BOARD MEMBER,
SIGA AMERICA**BARONESS SUE CAMPBELL CBE**DIRECTOR, WOMEN'S FOOTBALL.
THE FOOTBALL ASSOCIATION

GLOBAL BRANDS – WHY PARTNER?

1.4 M
SIGA impressions
on Twitter in 2022

Link with with
50 Global
Sports Brands

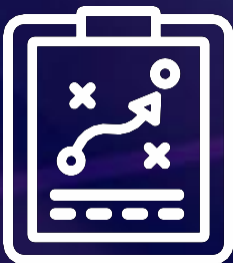
Connect with
+ 100
High Level
Industry
Speakers

+ 1000
attendees in an
exclusive
environment (in
person and
online)

Be on the centre
stage for
#SportIntegrity and
#FemaleLeadership
in Sport

Grab the attention
of **36** SIGA Media
Partners

Inspire
future
leaders of
Sport



Position your brand at
the heart of female
leadership and
women’s sport during
the year of the 2023
Women’s FIFA World Cup



Be recognised as a
leader for gender
equity together with
the Summit’s Host
Partner, Mastercard



Promote your expertise and
network with potential global
clients that are leaders and
decision makers in the industry



Gain competitive
advantage globally



Showcase and learn best
practice in global sports
policy regarding diversity
and inclusion



GLOBAL PARTNERSHIP

	PLATINUM	GOLD	SILVER / OTHER
Size of Logo in the official event Poster, Event Guide and Social Media images	Large	Medium	Small
Announcement: Social Media, Media & Press Release	✓	✓	✓
Minimum mentions by Host MC	5	3	1
Partnership announcement	Social Media, Media & Press Release	Social Media, Media & Press Release	Social Media, Media & Press Release
Video interview with SIGA COMMS before the summit	2 representatives	1 representative	
Post Event Video interview with SIGA COMMS	1 representative		
Delegate Passes	10	5	3
Speaker Role	2	2	1
Logo in SIGA Website as Summit Official Partner	✓	✓	✓

PARTNERSHIP FEES

Value (US\$)

Platinum Partner	50,000
Gold Partner	25,000
Silver Partner	10,000
Single Session Partner	5,000
Double Session Partner	7,500

OTHER PARTNERSHIP OPPORTUNITIES

VIP Dinner, night before Summit

Breakfast Partner

Lunch Partner

Official Networking Cocktail

BE AN AGENT OF CHANGE

JOIN THE MOVEMENT OF CHANGE MAKERS

LEAVE YOUR LEGACY



CREATE THE NEXT GENERATION OF FEMALE LEADERS IN SPORT!

GENEVA | LONDON | BRUSSELS | WASHINGTON D.C | LISBON | SÃO PAULO



SIGA

SPORT INTEGRITY
GLOBAL ALLIANCE

JOIN OUR GLOBAL MOVEMENT.
BE THE CHAMPION OF SPORT INTEGRITY

To become a Strategic Partner please contact katie.simmonds@siga-sport.com

 siga-sport.com  [@SIGAlliance](https://twitter.com/SIGAlliance)  [@sigalliance](https://www.instagram.com/sigalliance)  info@siga-sport.com